

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Sustainability

Editorial contact for this feature is

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Deadline for editorial submission, Wednesday 31st August

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

Consumers are more curious about where their products come from than ever and sustainability will affect purchasing decisions for many? In this feature we will look at how brands have improved their eco-credentials and ask how c-store retailers can leverage these changes to boost sales in their store. We would welcome comments on the following:

- How important is sustainability to consumers today? Why is this the case? What evidence (if any) exists that sustainability is a key consideration for consumers making purchasing decisions in the convenience channel?
- What steps has your brand taken to reduce its impact on the environment? What targets/ambitions are you working towards now? How are you communicating these changes to consumers?
- How can retailers better communicate sustainability in their store? What are the advantages to signposting the environmental credentials of more sustainable brands/variants?
- Which demographics are most concerned with sustainability and what makes these shoppers valuable to c-store retailers?
- For brands affected by deposit return, how do you feel preparations are going for the launch of Scotland's DRS next year? Will you be offering any support/resources to retailers who will have a lot of work to do when it comes to communicating and implementing the scheme?
- Do you have any sustainability focussed NPD or campaigns you would like to shout out?